Use Case

How to Make **Landing Pages** using E-goi to Increase Conversions

e-goi

What are Landing Pages?

We deal daily with a bombardment of information in the digital world, so it is important that each company position itself strategically so as not to lose customers.

Want to generate new leads for your business? To do this, you need to convert visitors into customers and make them want to consume their products or services more and more —and they haven't come up with a better strategy for that than creating landing pages.

What kind of things can I do using E-goi Landing Pages?

- The forms of your landing pages can then be pre-filled which is ideal for a campaign to update your database;
- Identification of the acquisition channel and Simple Segmentation through Tags;
- Insert Google or Facebook pixels to make remarketing ads to those who have visited your Landing Pages;
- Insert external HTML code to insert all types of applications (e.g. facebook messenger)
- Customizing the URL to make it friendlier and increase visitors confidence;
- Optimize with keywords to help people find your Landing Pages on Google.

How to do in E-goi?

How to Make **Landing Pages** using E-goi to Increase Conversions

e-goi

1

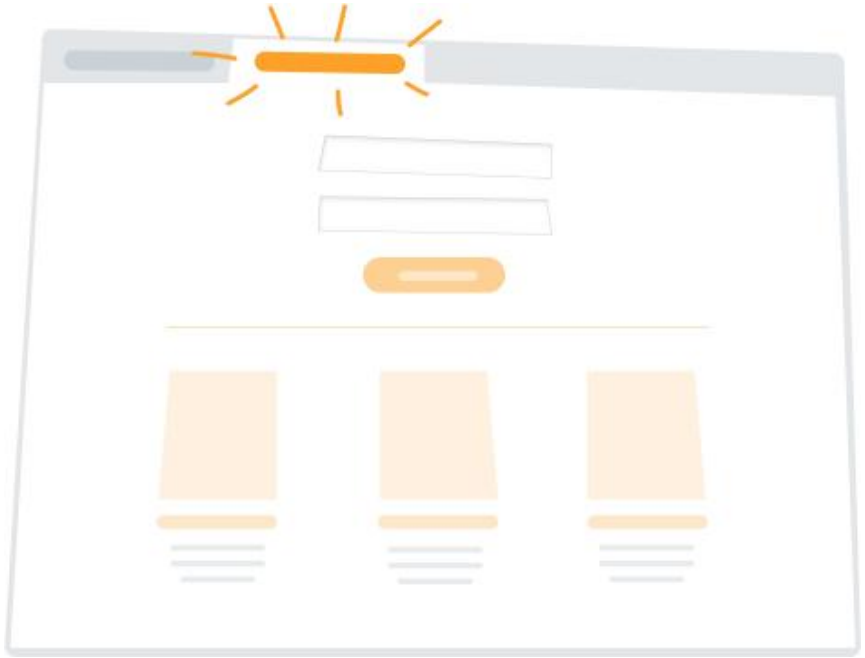
In the web menu, click on Forms, select page, the list that will receive your contacts, and language.

This language will be used in the error and success messages of the subscriptions on your landing page.

2

Set the title of your page. This is what will appear when the user opens the browser page.

Don't forget to customize your URL. To use your domain in E-goi Landing Pages you must set up your CNAME.



3

Want your Landing Page to be found on Google? So don't forget to set the most relevant keywords for your Landing Pages.

STEPS 4 E 5

4

In the advanced options you can insert pixels from Google or Facebook to make remarketing ads to those who have visited your Landing Pages.

5

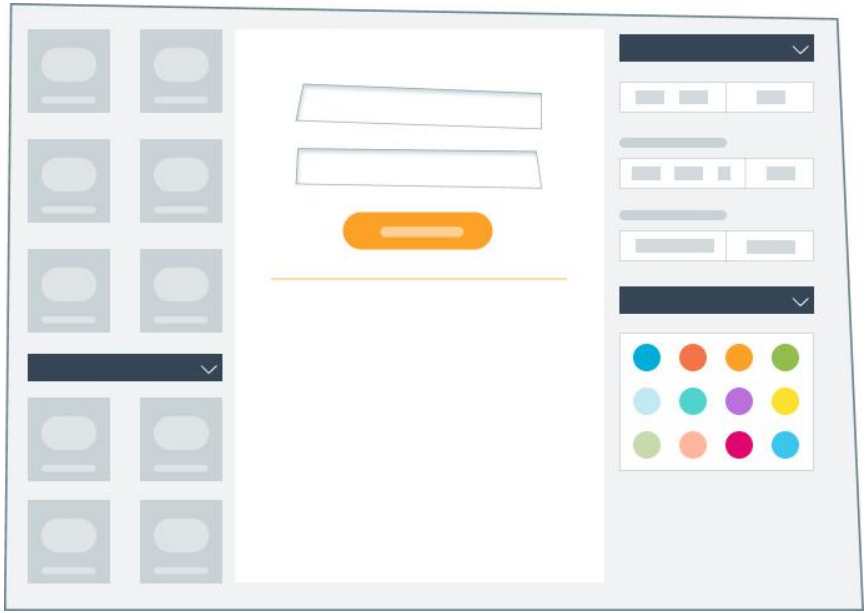
You also have the option to enter any type of external HTML e.g. facebook messenger to facilitate contact and increase conversions.

6

The time has come to create your landing page. This is the time to give wings to your creativity.

In E-goi you will find a super-simple and flexible editor to drag and drop elements that will help you create your landing page.

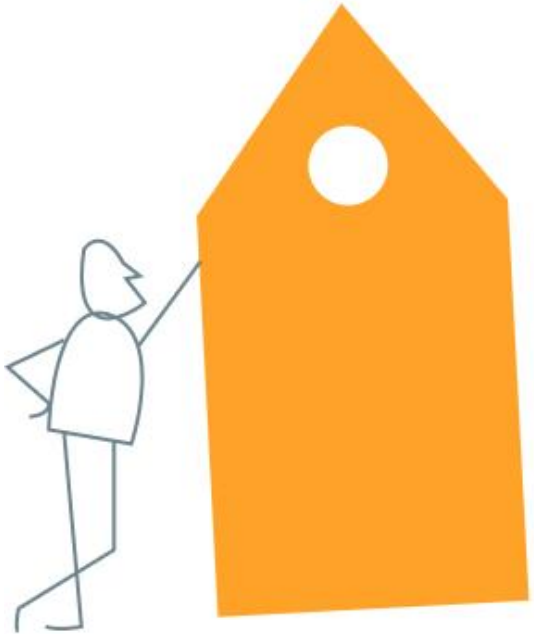
You can use countdown for example to trigger the urgency.



STEPS 7 E 8

7

Once the Landing Page is done, you can now tag all contacts to help identify them and segment your contact list. But that's not all!

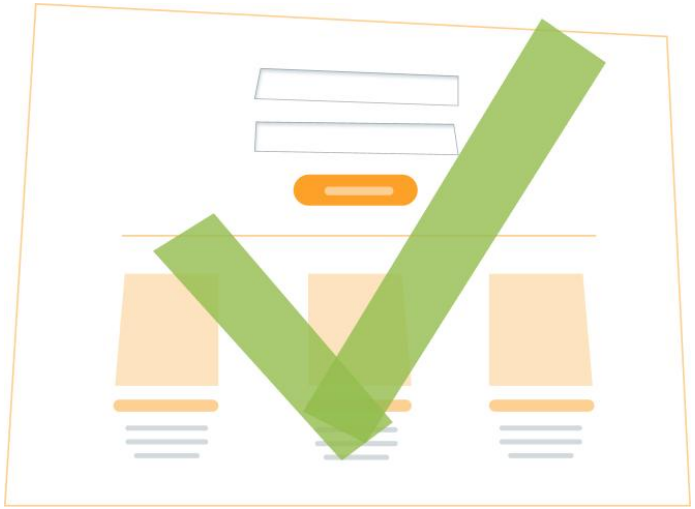


8

You can also set rules on what to do when you receive new contacts, that already exist, or have already been removed from your list. You decide whether or not these contacts will be forwarded to a thank you page, what message they will see, and whether or not they will receive a confirmation email.

9

And that's it! Now just go ahead to publishing your landing page! If your goal is to capture contacts you can use some options like Limit subscriptions by IP, by certain number of subscriptions or up to date. Ideal for, for example, a contest!



GOT INTERESTED AND WANT TO PUT IT INTO PRACTICE?

If you already have an e-goi account just log in and follow the walkthrough. If you don't have an account yet...

TRY OUR PLAN 100% FREE »

e-goi